

Honorable Councilmember Ann Kobayashi
Budget Committee Chair

2014 APR 22 PM 12:09

RE: Bill 69 (2013) – relating to selling Advertisements on the outside of City Buses
IN STRONG OPPOSITION

Good Morning Chair Kobayashi and Members of the Budget Committee:

I am Daisy Murai, a resident of Kapahulu and a daily commuter on the City's TheBus System. Mayor Caldwell is proposing to increase revenue for TheBus by selling Advertisement spaces on the outside of the City buses to restore Bus Services on Oahu. I am in **strong opposition** for these reasons:

- 1) Hawaii has a Law prohibiting Billboard signs, since the sizing might be small at the beginning, but could increase for a much larger size Advertisement by the demand of the Advertiser. The signs could also have opposing messages on the same bus. The signs by one Advertiser might dominate on all the buses the City owns.
- 2) The messages on the sides of the City Buses could cause a distraction for drivers, as they get close enough to read the messages, similar to drivers tailgating to read license plates or messages on the rear window on motor vehicles.
- 3) The City Buses could also be a target for vandalism or graffiti.
- 4) The messages will also confuse bus riders both residents and visitors to the Island, since the Buses will be very similar to Commercial Buses. There are several City Bus Stops that also allow Commercial vehicles to drop off and pick up passengers, such as the one on Monsarrat and Campbell Avenues.

I suggest that the Mayor and the City **re-evaluate** Bus Routes and the demand for Bus Services. I feel if done correctly, the bus ridership will increase, which will **increase revenue** to the current TheBus System. One example is the Route No. 6 traveling between Pauoa Valley and Woodlawn in Manoa. At Ala Moana Center, I have seen as many as 4 buses going to Pauoa Valley in the same 40 minutes span as seeing 2-3 Buses traveling back to Waikiki. I suggest one of the buses per hour be transferred to areas that need an extra bus, such as No. 5 Manoa Valley to Ala Moana Center or No. 2 Liliha-Puunui to UH at Manoa, which are both crowded. The Route No. 13 is very popular, since it heads to Waikiki and goes into the UH Campus. Another example is to remove one 60 foot articulated bus from No. 2 School-Middle to Kapiolani Community Center (KCC) per hour and transfer to the areas in the Country that needs another bus. The terminus for Route No. 2 is at KCC, which has only enough room for one 60 foot articulated bus. When the buses reach KCC, there might be as many as two (2) 60 foot articulated buses within 2-3 minutes of each other, forcing 2 of the buses to head back to School-Middle. Time management is another area which seriously needs to be re-evaluated, since on some routes, the bus drivers are forced to take long breaks before their scheduled time, which means less revenue for TheBus.

Thank you for the opportunity to address why the City does not need to sell Advertisement spaces on the City Buses. I feel, the extra revenue collected by selling the Advertisements might not all be to up-grade TheBus, but to other Transportation Agencies that might need the funding, such as to H.A.R.T.

Daisy Murai
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Dated: April 22, 2014

Date: April 23, 2014
Time: 9:00 am
Place: Committee Room 205